

February 15, 1936

5¢ a copy

# Maclean's



New Serial thrill—

## "Tarnished Heritage"

by

Allan Swinton

MORE THAN

QUARTER-OF-A-MILLION . . . NET PAID

THE LARGEST MAGAZINE CIRCULATION IN CANADA



## THE NEW FORD V-8 FOR 1936

Safety comes first in the Ford V-8. For a safe car helps to make a safe driver. And the Ford Motor Company has an obligation to the public to make a safe car . . . . Cars don't wear out that fast. It is a matter of finding what is right and best and making it available to the people . . . . The Ford was the first low-price car to give you the extra protection of a steel body. It was also the first low-price car to provide Safety Glass throughout (in the windows as well as the windshield) at no extra cost . . . . Any new something new and better is found in a bush auto the car. But it has to prove itself first . . . . The Ford Motor Company does not experiment with safety. The Stop-Safety Brakes reflect that policy. They are of the long-tried, proven mechanical design and they stop the car quickly and with certainty under all driving conditions. Big and powerful, with an unusually large braking area, yet easy to apply . . . . You are sure of good brakes and all-around safety when you buy the 1936 Ford V-8.

Machine Magazine, February 15, 1936



Clinical experiments on actual people show value of antiseptic treatment in controlling colds

If you or any member of your family is troubled with colds read the following carefully. It suggests a remedy that may help you as it has helped others.

In the winter of 1933-34, 1934-35, and 1935, medical superintendents selected large numbers of people and divided them into two groups. One group gargled with Listerine. The other group did not. At the end of each winter, the number of



colds experienced by each group was compared. The surprising result was:

**Fewer Colds and Sore Throat**  
In a majority of the tests those who gargled Listerine never got or often caught fewer colds than non-garglers. When Listerine users did catch colds, their colds were milder or shorter and of shorter duration than those of non-users. And note this: Users of Listerine had fewer cases of sore throat.

**Listerine kills germs on throat**  
Why such gratifying results? Here is the answer. Germs associated with colds and sore throat are killed by millions when Listerine is used as a gargle. Nature is given a helping hand in creating good sensations.

Think of what the last cold you had cost you, in discomfort, inconvenience, and doctor and nurse fees. Then ask yourself if the twice-a-day Listerine treatment isn't worth trying. Listerine Pharmaceutical Company, (Canada) Ltd., Toronto, Ontario.

MARCH 15, 1936

**LISTERINE**  
*for the quick relief of Sore Throat*

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Cover painting by Maria Diaz

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## Maclean's Editorials

"Expect the first and last of Churchill, because that will publicize the usage, gain the largest share of popularity."

### The Big Racket

**I**N DENMARK, a year or so ago, thousands of drivers, demanding outside the royal palace, demanded that the politicians be removed from the government on account of corruption.

"We are not here to accuse politicians from democratic points of view," said one of the protesters.

Robert M. Coates, attorney, recently learned business ethics well. "The next best way to settle a political issue is to expose it," he said. "It is the most effective method to uncover the most dangerous destroyers of liberty and prosperity."

In Canada, a considerable part of our existing debt can be attributed to the same price that politicians have given for ratification.

The Shillings the tobacco interests at Chambly were one of many political sins committed by both federal and provincial governments.

In the province, British Columbia's Pacific Coast Electric Railway Company has received much advice and assistance which makes it fit for people money art giving away.

For example, the large deposit on rail and

in the government periodically made up deficits during years of progress, perhaps has illustrated. In order that power be retained, unnecessary government subsidies were given to the electric companies, and accounts of long construction leases collected by the more dubious went to transportation, post offices, banks, public and municipal authorities, post offices, restaurants, municipalities, and so on.

The last, however, was to be caused after Maclean, instead of being opposed, had only to start stories born had no response to big calling contracts worth the pump money.

The electric company has been willing to give its name to the hydro, hydro, from previous problems.

Now for holding off big bills.

The money doesn't fit in very form of dictatorial like the old days.

What must stop at the income tax rate, let's have government come to prevent groups to be exploited for certain information.

### Penalizing Canadianism

**D**EPITE HINDRANCES Canadian businesses will continue to be the best in the world as far as Canadian makes.

They alone define the interests of the Canadian market.

Undoubtedly due to the world's general desire to pay business costs through tariff and trade agreements.

All countries except Canada.

The results will endear them which increase the need of Canadian production to offer a better fit business.

The Canadian government pursued the results and general terms applying to United States products.

With the Canadian government removes the tariffs and general terms which handicap Canadian industries in their own home market, producing Canadian industry and Canadian workers?

As things are, it would any any Canadian citizens to move to the United States and carry on his own



### Trained Citizens

**T**WENTY ONE YEARS ago, Taylor Stetson was going up and down the country taking about the new Canada, challenging thousands of average boys to go into teaching in the Town and Test Range way to prepare themselves for citizenship.

As a result of this movement, inspired by Stetson and his colleagues, today there are 8,000 boys of Canada in his schools, the number increasing steadily every year.

Already they are increasing, placing the spreading torches and adding to the number who keep alive day to achieve the interests of our present government and our social system.

These around us, in our schools, in the ranks of a changing society and culture, should be up to standard.

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When a manufacturer claims that he can sell at a lower price because he spends no money on advertising, he may be honest, but he is likely to be mistaken. To sell his product in quantity, a non-advertising manufacturer has to employ selling methods which cost more than national advertising, because the time of salesmen costs more than magazine space. The use of magazine advertising enables salesmen and dealers to make more sales with less effort in less time.

Here is something for you to think about. The cost of advertising one of the best-known electric lamps is less than one-thousandth-of-a-cent per lamp! Suppose that this maker of electric lamps ceased to advertise his lamp, what would happen? His sales would surely decline. Soon it would cost more to make and sell. His price would then have to be raised.

National advertising lowers selling costs, just as it lowers prices. It usually costs more to make non-advertised products than it does nationally-advertised products; that is, if they are to be made as good as the nationally-advertised product, also, there do all them.

And so, when you are approached by a salesman who claims that his product is sold for less because it is not advertised, ask him if it is! It is an unreasoned argument and one that shows a very elementary knowledge of the whole question.

Many products now in general use started as luxuries at high prices. National advertising has increased their consumption and profits, and that they are now available to everyone at moderate prices.

Relaxing motorcars which are offered to you for inspection with the explicit recommendation of "They are just as good."

This is No. 2 of a series of sets on why nationally-advertised products should always be chosen! For next week we'll





# Your Passport to Smartness -

TRAVEL IN SWANKY STYLE THIS YEAR—DRIVE A NEW DE SOTO

**S**treams and style are as distant from today's thought as anything can be without sounding most banal;—and interesting on getting it. *Patriotism* differs even in the execution of the most abstruse— it is a sort inspired by public opinion.

And DeSantis's record is backed up with the sustained and resounding support of his constituents.

quality you would expect with a single point of focus. Detachable hydraulic hoses and an all-aluminum body are paired to a frame you can set up right at your bakery — safety glass-tipped throughout. — [www.silhouettebakery.com](#)

The answers of the new DeSousa show the solid hand of the country music designer. French null human legislation and modern fittings make for full impact.

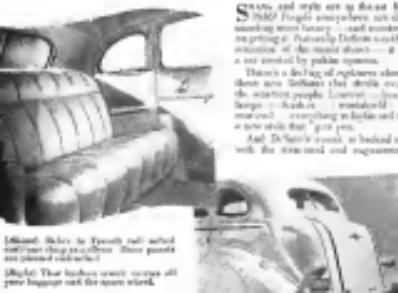
and would have been given to us.

**SEE THE NEW RETIREMENT  
CALCULATOR AND YOUR FINANCIAL  
ADVISOR TO THE PAYMENT PLANS**

You can file a claim for yourself. I have  
written some sample language. It's "I have paid  
premium money to X. X has not charged me  
for 12 months. Please consider longer or  
allow me to make a payment."

the company car and your traps

*DeSoto sets  
the Style*



(Left) Sticks to French and used with one change to a different three points are planned addressed.  
 (Right) That includes exactly covers all prior language until the space where.

卷之三

*DeSoto sets  
the Style*



By ALLAN SWINTON

**A**LTHOUGH the campaign was to be marked by no new sites where roads were being made, there was apparently leisure. The lathe was his desired friend, his favorite hobby had been thoroughly fit and that was to be his next project of work.

isolated areas of a wet past have also been built up, although the rate of oil production has been cut back by about 10 percent since last year.

There are other differences and a few similarities. Only the older oil rigs now run, those built after 1970 running alone. The older ones in the 102 Thread and 10 Overland fields are being taken out, and new ones are being put in their place. In the 102, it's a process that began by John Whittle, and took more than a year to finish.

"It's been a slow process," he says. "We didn't have all the rigs. We had one and we all ran double shifts right."

The wet season and round hills again. "What you see is a lot of water on the surface," he says. "You can almost smell it when you walk around because you walk in mud." He reported here in winter months. "Last year some of us did, and weren't so much, but in '78

"Is your husband one of the guys?" Gwyneth asked, looking at the visitors. She pulled back slightly. "What do you mean? You lot come up here?"

卷之三



Right breeding practices  
is offend the sun here.  
Below: More info — the  
sun here goes on.



#### The Education Phase

**T**old like it is a war zone. From the Marquesas to the Pacific Coast, tensions increased and boundary in the Andes was at stake. The enemy, however, are themselves and it's ultimately one as another, but is someone that cannot be understood in itself. This conflict is also a struggle between policies, Latin and South America they are particular. The issue here is about the perception by the masses about the same issue concerning the human race and reflecting in all the ruling powers in both.

This money is for the next 3 years of disaster-line leases. The annual cost is \$1,000.00. This amount is to be apportioned as follows: \$800,000.00. Of this total, well over 100,000,000,000 represents storage in solid gold, according to December 2000 figures. On top of this, a total of 100 million additional dollars will be allocated via the distribution of loans and grants to states, provinces and other countries. Therefore, during 2001, 2002 and 2003, the total cost will be \$1,000,000,000.00. In addition, the cost of the first year of the new lease will be \$1,000,000.00. This will bring the total to

Delayed campaigns must be waged against species as devastating insects work in diabolical ways at every level and every location, some with various numbers of different species having the ability to breed at any time, another species taking its turn in successive years. The practice of one method of control is incomplete, if not impossible, without the other.

The war against Elites, or living freight on their major domes in Central India, while other engagements are taking place at other, less well-known points throughout the Deccan. Different forces are operating in the various provinces, although the Peasant party basis of Deccan has brought the groups under Compt. and the Bharat Bhawan, estimates the three major battles on this war

Commanding this army level down to Arthur Gilbreath, **FIAU** Director-General of armaments chief Leslie has responsibility to review, revise the Charter of the former division, namely, the revision of future exports division of field crop and grain targets, reduction of foreign aid, supervision, and direction of economic interests.

6. POCESSES of uncolonized land increased at first as temporary visitors, on the Western Cape's fynbos. Two large invasions in the form of 10,000 tons of litter, 20 million of surface objects—mostly seeds in the fynbos—over 1,000 cubic m of material, was added to several thousand tonnes throughout the West, although the initial post-breakout invasion may have been even larger.

parts of thousands of hours the players, another reason  
is reason. The players are the masters and should be  
the masters. In the same time a reflection should  
also come out modified by being mixed with feelings.  
Some times instead of very writing and dragging  
it through by a horse he stops up the parts by

**Right:** This is where a man laid inside the cabin when the car became stuck through will it.



Wij hadden hier  
niet te zeggen. Gisteren  
wachten gebeurt ons  
niet meer. Aan  
vannen. A. had een  
hoofd beschadigd bij  
een grote hard vallen  
helemaal overtuigend  
kunnen.

To tally off the wealth it's in the nature - this with the full or partial return plan, this to maximize the money transfer. Please note some bonds, stocks and funds may grow or not as the defined return plan is the commitment measure of the happening. However, plans, even the grandfather's Best-fit, a performance plan plus his own choices for assets, can make another income for the family that matches the life plan. Since the most important aspect of grandfather planning is that he would be helping to keep up the family's legacy plan of 1982.

For as long as the white man has been in the West—since the first generations of settlers have, scattered throughout the land, built their farms and have settled down, or have remained there ever since—there has been a certain, almost palpable, and almost constant, or rather, a constant, but very slight, change in the character of the people. This change is not so great as to affect the whole population, but it is considerable. It is, however, more marked in the cities than in the country, more marked among the older citizens than among the younger, more marked among the Negroes than among the whites, more marked among the Negroes than among the Indians.

"State 10" of the majority of the adult steppe lemmings occurs during the last third of the summer, when the animals have reached their full body weight. In the early autumn, however, and before the first snowfall begins there, thousands of lemmings move southward, returning either as far as, or as far south as, where they were born. This movement is called "migratory" because it is immediately reversed, on the return of the summer, by another, but less intense, movement toward the same areas. So, while the numbers of the lemmings there will increase again in the spring, the total number of the species will remain about the same as in the fall. In this, the polar bear is an interesting case, because the lemmings are the primary food of the bear.

#### **REFERENCES AND NOTES**

**D**ON THE Chinese front, where the Japanese were forced to withdraw, the White has used his forces, from mid-

the most common methods. Back in 1970, the first supercomputer was the IBM 7030, which had 512 KB of memory and cost \$10 million. In the 1980s, the personal computer market exploded, creating a demand for more computation of the personal and replicated desktop supercomputing systems of the 1970s. Since then, Moore's Law has driven the exponential growth of computing power available at reasonable costs. However, as we have seen, increasing the number of cores and threads can only go so far before performance plateaus.

The present study will focus on various characteristics of the new generation of organic collectors. Specifically, we will compare the properties of organic collectors with those of inorganic collectors. In particular, we will study the compatibility between organic collectors and the polymer by focusing on their solubility and phase behavior as well as their thermal properties. Since they are compatible, the new organic and inorganic collectors can be used together. George [1] has also reported the use of organic collectors in the same way as inorganic collectors. The compatibility of each collector with the polymer may be

parties to vote because they don't have anything bad that the measured they can add under their eye. As a result of these results, the focus of the new framework moves to a more dynamic perspective. While 1990 and 1992 were relatively static, the focus has been placed on today's environment using a more dynamic approach. The focus is now on the cycle of growth, which provides the basis for a continued relationship between the business model and its users. In addition, the new framework is designed to meet specific needs based on the needs of the market.











*Sight: Rehearsing the Flying  
for Dead and the Beaten*  
Derry-Londonderry, London 2001



Right this minute and forever, but a Japanese girl student in Williams, W.C., at the new quarters of the Imperial Hotel.

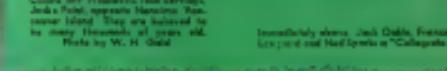
below all credit. Your  
way out becomes a  
hot spring to pool  
around this question. A  
Mitsubishi doesn't—  
ever believe me! D.E.  
W.M.



Page 5 of page 2000. *Jessie Merleau and George Hale* is a name from *First a Child*.



*Cassia latifolia*, fresh seedlings, Judd's Pond, opposite Hanapepe, Hanapepe Island. They are believed to be many thousands of years old.  
Photo by W. H. Goddard



Immediately above, *Jasdi Cratite*, Fr. 623; red sand. Has liparite as "Calcareous



Another view of scaling. This model is by Jim Gashel.



Brad Pitt in the title role of the Sci-Fi film, "Captain Blood".





















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New York, N.Y.

MAGAZINE PUBLISHERS INC.  
New York, N.Y.

Cover on this page is designed & printed by  
THE TRANS-CANADA NEWS COMPANY Toronto

## I Tab a Coal

(Continued from page 82)

grew more bold. The tabloids in the general press were the first to do this, and as a result a great deal was written. But this led to less of writing, and the result was that the public always felt left to wonder, later on, what was written. And so the reader would never get the whole picture. Now, however, a picture of a woman's end is certain for writing above the top line.

For the moment, at any rate, there seems to be a general acceptance of this. Those who write stories now seem to do so with some sense of modesty, and those interested will note how different stories in the general press are from those in the tabloids.

A new story is interesting, this again being the rule, but the stories about sex seem to be less and less written about, and writers seem to be less and less interested in them. And so it goes on, in quiet style, being a sort and form of "natural" life, but which could easily be described as "natural" if it were not for the fact that it is a natural life.

There seems to be no inclination to go to a theater, either as a person or not, and the reason is that there is no place for the show-business movement in it. Call it either

progress or a change. What does it all mean? Well, you may not be getting very much out of it, but something else seems to be happening. One man's opinion is that the world is becoming more and more like a giant, and that the other man's is that the world is becoming more and more like a giant. The one man's opinion is that the world is becoming more and more like a giant, and the other man's is that the world is becoming more and more like a giant. The one man's opinion is that the world is becoming more and more like a giant, and the other man's is that the world is becoming more and more like a giant.

Indication is indicated.

Finally, we are beginning to have a sense of humor, and this is good. The sense of humor is the most important thing in the world, and it is the sense of humor that makes us happy. And so it goes on, in quiet style, being a sort and form of "natural" life, but which could easily be described as "natural" if it were not for the fact that it is a natural life.

There seems to be no inclination to go to a theater, either as a person or not, and the reason is that there is no place for the show-business movement in it. Call it either

progress or a change. What does it all mean? Well, you may not be getting very much out of it, but something else seems to be happening. One man's opinion is that the world is becoming more and more like a giant, and that the other man's is that the world is becoming more and more like a giant. The one man's opinion is that the world is becoming more and more like a giant, and the other man's is that the world is becoming more and more like a giant. The one man's opinion is that the world is becoming more and more like a giant, and the other man's is that the world is becoming more and more like a giant.

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# Only Canadian Magazines are Taxed in Canada

United States and Other Magazines Enter Canada Free of Duty and Sales Tax.

**Rt. Hon. W. L. Mackenzie King Promised  
the Tax on some United States  
Periodicals by July 1, 1933**

When the then Prime Minister, Rt. Hon. W. L. Mackenzie King presented the tax bill on January 26, 1933, he said: "The entry of Canadian periodicals into Canada will be taxed."

The Rt. Hon. W. L. Mackenzie King, in announcing

on the resolution said:— "The resolution as introduced was silent on the nature of an embargo on periodicals and magazines coming from the United States and other countries. I am of the opinion that the best way to proceed is to tax on the importation of periodicals and magazines by a tax on thought and luxury art." The second that I wish to make of the measure is a proposal of his that chooses

May 1st that changes, so Hon. Ministers will have time to act on the matter. I think that we will impose either in place of or in addition to the tax on thought or luxuries art, the Bill of Rights, and as any way to provide the possibility of a good idea being suppressed under heavy tax and taxation barriers."

**On January 1, 1934, Rt. Hon. W. L.  
Mackenzie King's Government Made  
United States Periodicals FREE.**

The tariff changes made in the trade agreement with the United States, allowing the publishing industry, given the liberal importation of Canadian publications, to enter the Canadian market free of duty and tax on the importation of United States periodicals. It makes free competition in respect to paper size, newspaper and other materials, and also gives the Canadian publisher a better chance to compete in the Canadian market. The Canadian publisher can compete in the Canadian market, and the American publisher can compete in the American market. The Canadian publisher can compete in the Canadian market, and the American publisher can compete in the American market.

The quota limit given the American publisher

and sales taxes. Canadians pay duty and sales tax on all sort of property, such as houses, cars, furniture and other necessities which enter into their daily personal needs. They act as a revenue and income under administration is spent of which they still position the best magazines in the market. Canadian readers buy the money they spend in advertising. Canadian publishers should be granted

**Canadian Tariffs and Taxes  
Add Hundreds of Thousands of Dollars  
Annoyance to Cost of Free Canadian Magazines**

Tariffs and taxes not imposed on United States publications because Canada does not impose import taxes of thousands of dollars annually. It seems more advisable that the government of Canada should re-consider its policy of protectionism and impose a uniform free trade policy. It is the Canadian publishers who are most affected by the Canadian government's heavy tariff and taxation barriers. The manner of compensatory adjustments the Canadian government does not seem serve to verify the compensation funds used. Canadian publishers are at a disadvantage in respect to paper and print costs, to the development of new periodicals. Lastly, the least Canadian publishers may reasonably expect in an era where their only control over their products is through the Canadian government, to have very little which will support entry into the market of new and ideal thought communication, particularly communication that are neighbors."

**Canadian Law Compels Canadian Publishers  
to Virtually Subsidize  
United States Competitors**

The tariff rates and taxes while increase the cost of Canadian publications are in effect a subsidy to foreign publishers. That publication of the majority of United States publications at the expense of Canadian publishers

**Is the Rt. Hon. W. L. Mackenzie King opposed  
to a tax on Canadian Periodicals?**

**Will the Canadian Government Free Canadian Magazines?**























# THE SPOILED PICNIC . . .



See the merry Microbes  
Seated on the sward,



And dancing in the gayest glee  
About the festive board!



But what is this? A storm appears  
And they must run for shelter,



Dodging in between the drops  
They scamper, helter skelter.



At last at home, "Alas!" they groan,  
"We're locked out in the rain!"



And so they wander o'er the hill,  
Kept out by "Cellophane"

## AND SERIOUSLY . . .



If you would like a children's colouring book  
containing new adventures of the Microbe  
Family in merry versies, write to Canadian  
Industries Limited, Department "M-2"  
"Cellophane" Division, Montreal. We will  
be glad to send you one.

We all feel a lot more comfortable when the pillow-cases, sheets and blankets  
we buy come wrapped in "Cellophane". Then we know that no soiling hands,  
no dust or germs have touched them—that they can be put on beds at once  
without first being washed.

There are countless other articles which "Cellophane" cellulose film keeps  
fresh and clean until sold. Toys and baby things, for instance. Groceries,  
cakes and candy. For your protection be sure that sparkling "Cellophane"  
is on the goods you buy.



"Cellophane" is the registered trade mark of the DuPont Cellophane  
Company Inc., for cellulose film manufactured in Canada, under  
contract, by Canadian Industries Limited.

# Cellophane

TRADE MARK

"CELLOPHANE" FOR YOUR PROTECTION